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IN THE VALLEY OF THE MOON

SONOMA VALLEY CHAMBER OF COMMERCE

SONOMA
California

ANNUAL VALLEY OF THE MOON VINTAGE FESTIVAL - SONOMA, CALIFORNIA
September 17, 18 & 19

The Annual Valley of the Moon Vintage Festival will be held on September 17, 18 and 19 this year here in the Sonoma Valley. On those days the store windows will be decorated with mementos of the past and art exhibits will be displayed. The Plaza will be the center of many - interesting activities.

The traditional Pageant, which is the story of historic Sonoma, will be an indoor production this year. Evening performances will be held on September 17 and 18 and matinee performances will be given on September 18 and 19 in the Sebastiani Theater.

There will be food booths and entertainment on the Plaza. Folk Dancers and Indian Dancers will perform on both days. There will be musical entertainment on both days - a Band Concert, German Band and a Choral Group. - This and other entertainment will be held on Sat. & Sun.

On the Bank of America parking lot, directly across from the Plaza, will be game booths --- fun for the whole family!!

There will be the "Blessing of the Grapes and also the "Twinning Ceremony with Sonoma's Sister City in France. The Blessing of the Grapes will be held in front of the Mission which was the last one built in the trail of missions and the Twinning Ceremony will be held in front of the City Hall.

The Community Center will have a flower show, hobby and art shows. The old-fashioned "Country Store" is always an attraction.

For a pleasant weekend, we invite you to visit historic Sonoma on Vintage Festival Weekend -- interesting activities, fun and entertainment for the whole family!!!

2021.3.57(a)

SONOMA VALLEY CHAMBER OF COMMERCE, 461 First Street, West, SONOMA
FOR IMMEDIATE RELEASE - SONOMA VALLEY VINTAGE FESTIVAL Phone - 707-938-5508
August 27, 1965

The 19th Annual Vintage Festival will be held in the historic Valley of the Moon on September 17, 18 and 19. This traditional celebration is dedicated to the harvest of the grapes. Local wineries will have guided tours of their facilities and wine-tasting in their picturesque cellars.

The traditional "Blessing of the Grapes", thanking God for the beauty and bounty of the Valley of the Moon, will be performed by Franciscan Padre, Father Quentin Sullivan, on Saturday at 11:00 A.M. in front of the historic Mission San Francisco Solano, which was the last one built on the trail of twenty-one Missions. This ceremony is a reinactment of the Blessing of the Grapes held by the original settlers in the Valley and is, in effect, the opening ceremony of the festive weekend.

As you walk down the quiet tree shaded streets of Sonoma you can visit the historic spots that are vital in the story of California. The very active Historical Society has made every effort to preserve the historic aspect of Sonoma and many of the original buildings are still standing and are in good condition.

The home of General Mariano Vallejo, furnished with many of the original furnishings, is a State Park and may be toured.

It was in the Sonoma Plaza in 1846 that the Bear Flag Revolt overthrew the Mexican rule in California. A monument marking the spot stands in the Plaza.

Many colorful events are scheduled during the weekend - the Pageant, which is a biography of pioneer residents of Sonoma will be presented at 8:30 P.M. on Friday and Saturday evenings in the local theater. On both Saturday and Sunday there will be folk dancing, Indian Dancers and musical entertainment in the Plaza. The food booths and game booths, sponsored by local clubs and organizations always attract crowds - every minute is scheduled with interesting events for the whole family.

Sharing a pride in their town's history, Sonoma residents don costume of yesteryear, decorate store windows with memborabilia of a century or so ago and welcome visitors to share a weekend returning to the colorful days of early California.

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2021.3.51.(d)

SONOMA VALLEY CHAMBER OF COMMERCE, 461 First Street, West, SONOMA
FOR IMMEDIATE RELEASE - SONOMA VALLEY VINTAGE FESTIVAL Phone - 707-938-5508
September 2, 1965

The residents of the Valley of the Moon are preparing for the 19th Annual Vintage Festival to be held September 17, 18 and 19 in the historic town of Sonoma. This Festival is dedicated to the abundant harvest of rich grapes that have made the Sonoma Valley wines noted all over the world for their unique flavor.

The opening ceremony will be held at 10 A.M. with Mr. Norman Chown as the Master of Ceremonies in the Plaza near the Bear Flag Monument. This monument was erected to mark the spot of the Bear Flag Revolt which overthrew the Mexican Rule in California.

On Saturday at 11 A.M. Franciscan Padre, Reverend Quentin Sullivan, O.F.M. of St. Boniface of San Francisco will conduct the traditional and reverent ceremony "Blessing of the Grapes" in front of the Sonoma Mission.

On Sunday at 1 P.M. the picturesque "Twinning Ceremony" with Sonoma's Sister City in France, Chambolle-Musingny, will be held in front of the City Hall in the Sonoma Plaza. Each year these two towns in the heart of rich wine producing areas half-a-world apart renew their ties. Sonoma's Mayor Talbert Bean, will be host of this ceremony and dignitaries from the French Colony is San Francisco are expected to participate.

The Folk Dance Federation of California will have their Annual Folk Dance Festival in Sonoma in conjunction with the Vintage Festival. Dance exhibitions will be performed on Sunday afternoon from 1 P.M. to 5 P.M. under the trees in the Sonoma Plaza. There will be a program and other exhibition dances at the Veteran's Memorial Building on Sunday evening from 7:30 to 10:30 P.M. The lilting folk music, beautiful folk dance costumes and sparkling dancers are always a popular part of the Festival.

Everyone enters into the festivities and one of the delightful events of the week-end is the Children's Parade, which is held on Saturday at 1 P.M. Scores of youngsters dressed in costumes of the past - as pioneers, Indians, Bear Flag Party members, many with their horses or pets- take part and entries are invited.

The store windows will be a picture tribute to the past with mementos of another era displayed. A leisurely walk around the Plaza and nearby shopping area is an experience that many repeat each year to observe the interesting and cherished antiques

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that residents loan to the local merchants for display. The theme of the window displays will be "Grapes and Harvest". Paintings, art work and antiques will all be used to carry out the theme.

Art exhibits will be shown in the Community Center and the Women's Club House. This attracts art lovers from everywhere as it is always well arranged and the paintings are outstanding.

The Community Center Flower Show will again be arranged under the direction of the Sonoma Valley Garden Club. The Community Center will also have the ever popular "Country Store" and a ham dinner served on Saturday and chicken barbecue on Sunday (price $1.50 for adults - $1.00 for children).

On both Saturday and Sunday music will be in the air, carefully planned for the enjoyment of Vintage Festival guests. The well-known and popular "Chimes" a choral group under the direction of Jim Griewe will entertain on Saturday, September 18 at 3 P.M. in the Plaza. On Sunday at 1:30 P.M. the Greco Accordion Band from Napa will play and at 3:00 P.M. there will be a band concert. Strolling troubadors will be on hand to entertain on both days.

A rock and mineral show will be arranged by the Gem and Mineral Society in the Chamber of Commerce office. This is an outstanding display and is always of great interest to the "rock-hounds" as well as students.

The historical "Pageant" with local residents as the players will be presented on Friday and Saturday evenings at 8:30 P.M. in the Sebastiani Theater. This is a never t to be forgotten experience as the history of Sonoma unfolds from the time of the early settlers.

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2021.3.51 (6)

SONOMA VALLEY CHAMBER OF COMMERCE, 461 First Street, West, SONOMA
FOR IMMEDIATE RELEASE - VINTAGE FESTIVAL PAGEANT - TO BE PRESENTED IN SONOMA
September 7, 1965

The heritage embodied in one of the first national historical landmarks to be marked in the Western states, as well as the numerous state landmarks located in Sonoma, will be dramatized in colorful pageantry during the Valley of the Moon 19th Annual Vintage Festival being held in Sonoma, September 17, 18 and 19th. 22 24 25 two showings 8PM Early 8 PM Late show 9:30 PM

The pageant will be presented on Friday and Saturday evenings ~~at 8:30~~ in the Mission San Francisco Solano. ~~Sebastiani Theatre. A gala premiere performance is also scheduled for Thursday night, September 16, thus beginning the Festival activities in Sonoma which will continue~~through Sunday.

In the spirit of the festival, the pageant will combine viniculture and history most effectively because, fortunately, two of the daughters of General Vallejo, the central figure in the pageant, fell in love with sons of Count Agoston Haraszthy. Haraszthy and Vallejo were rival producers of choice wines and the double wedding which united their families in 1863 provides an ideal climax for the pageant presentation.

The lush Valley of Sonoma is considered the birthplace of the booming California wine industry. Cultivated vineyards were first planted there by Padre Altamire who in 1823 founded the mission of San Francisco Solano. This was California's last mission and has been beautifully restored by the California Department of State Parks. Devoted historians have also located one of its original bells and it once again hangs in front of the mission to mark the end of the El Camino Real.

While the Indians first called Sonoma and its surrounding hills the "Valley of the Moon", it was Jack London who in the early 1900's wrote its serene beauty and mild climate into international fame.

Historically, Sonoma is perhaps best known because of the Bear Flag Revolt. For it was here that in June, 1846, thirty-three spirited Americans revolted against the Mexican government and raised the famed Bear Flag of the California Republic.

In 1911 this flag with its grizzly bear and star was adopted as the state flag of California. The plaza where it was raised was marked as a national historical landmark in 1961.. On this same eight acres of land the founder of Sonoma, General Vallejo, once drilled his Mexican troops.

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2021.3.51 (e)

SONOMA VALLEY CHAMBER OF COMMERCE - SONOMA

1-add- Vintage Festival Pageant

Altogether seven flags have flown over Sonoma Valley. First there was the Spanish (1542). followed in order by the English (1579), the Russian (1811), the Mexican Empire (1822), Mexican Republic (1823), the Bear Flag (June 1846) and the Stars and Stripes (July, 1846).

The idea of a pageant to interpert the historical importance of Sonoma Valley dates back to 1923. On this centennial of the founding of the mission, an elaborate production was performed. After World War II, the pageant gradually became an annual event along with the Vintage Festival.

The late Mrs. Celeste G. Murphy, noted historian of Sonoma Valley, wrote the script which in recent years has become the chief guideline for the presentation. ~~Working with Mrs. Murphy, Mrs. Charles Shegog, who is the grand-niece of General Vallejo, has been largely responsible for organizing the cast of approximately 100 and also for supervising the pictorial content. For the current production Mrs. Shegog is once again functioning in the role of producer.~~

In past years the pageant has been performed in the courtyard of the mission, ~~but~~ ~~at the mill~~ this year is being moved to the more comfortable facilities of the Sebastiani Theatre which is located on Sonoma's historic plaza. Mrs. Murphy's script is being adapted by Director ~~Dan Norton~~ Dan Ruggles for stage presentation and highlighted with special effects.

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as in the past years the Pageant will
Once again be presented in the Courtyard
of the Mission San Francisco Solano.
under the direction of Dan Ruggles.

2021.3.51(f)

SONOMA VALLEY CHAMBER OF COMMERCE, 461 First Street, West, Sonoma
FOR IMMEDIATE RELEASE-PLAZA SHOP DISPLAYS-SONOMA
September 9, 1966

Vintage 66, the ~~19~~ 20th Annual Vintage Festival will brighten the Sonoma Plaza September ~~17~~ 23, ~~18~~ 24, and ~~19~~ 25. Along with usual Festival festivities, shops around the Sonoma Plaza will participate by lending window space for special displays,

Working around the theme ~~ROMANCE OF VINE AND WINE~~ Valley of Sonoma participating businesses, there are 79, will display a variety of objects and memorabilia from Sonoma's past with arrangements of vines and pertinent accouterments which make wine and wine drinking a delightful experience. There will be old wine presses, wine glasses, wine bottles, labels, photographs, posters, and paintings on display.

Many merchants do their own displays while others have local clubs and individuals show off their talents at display.

Any way you look at it, a stroll around the PLAZA will be a memorable one during Vintage ~~65~~ 66, the ~~19th~~ 20th Annual Vintage Festival.

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SONOMA--Art enthusiasts will have a field day in Sonoma September ~~18~~ 23-24-25 and ~~19~~ at the Annual Valley of the Moon Vintage Festival. The Sonoma Valley Art Group will have a very exciting and colorful exhibit at the ~~Community Center, East~~ PLAZA West Napa Street. There will be no admission charge but visitors are requested to vote for their favorite canvas, ~~as three~~ prizes will be given during this membership art exhibit, with the public serving as the judges.

The Sonoma Valley Woman's Club has a very active art group and will have an outstanding art exhibit during the Vintage Festival Weekend along with their "open house", a restful and comfortable place to sit and enjoy home-made cake, coffee and meet the local artists.

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2021.3.51 (i)

SONOMA VALLEY CHAMBER OF COMMERCE, 461 First Street, West, SONOMA
FOR IMMEDIATE RELEASE-SWEET ADELINES Phone-707-938-5508
September 13, 1965

The Napa Valley Chapter of Sweet Adelines International will present a program of barbershop harmony at the Valley of the Moon Vintage Festival in Sonoma, Sunday, September 19 at 2 p.m. in the outdoor Plaza Amphitheatre.

Sweet Adelines, directed by Mrs. Jean O'Neill, won 5th place out of 12 at the Annual Regional Sweet Adeline Competition held in Salt Lake City last May.

Sweet Adelines Choral Group is made up of housewives, mothers, secretaries, nurses, business women from 18 years of age and up. No musical background is required for those who wish to join the group.

Sweet Adelines meet Mondays at 8:00 p.m. at the Silverado Junior High School in Napa. All those in Sonoma Valley who may be interested in joining or just visiting, may call Mrs. Rolf Williams of Sonoma at [illegible]E-8-5059.

In addition to the chorus, the quartet "The Showtimers" will sing a number. Those in the quartet are Dottie Tuthill, lead; Georgina Dillon, tenor; Jean O'Neill, baritone; Dee Jernigan, bass.

Also, "The Clippers", a men's quartet, from Society of Preservation and Encouragement of Barbershop Singers in America, will put on a 20 minute show right after the Sweet Adelines. One of Napa's up and coming quartets-"The Clippers-are four fellows who love to sing, were singing together one evening after chorus rehearsal, they liked the sound they made and decided to make it a permanent foursome. Since then, the Clippers have been in much demand and have sung for many charitable organizations. Those in the quartet are Wayne Barber, baritone; John Smith, bass; George Holer, lead; and Bill Blackney, tenor.

This 40 minute show is free at 3:00 p.m.

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2021.3.57 (g)

SONOMA VALLEY CHAMBER OF COMMERCE 461 First Street West 13 Sept

The forthcoming Vintage Festival September 19 and 20 in Sonoma, in the Valley of the Moon, will feature the 14th annual flower show at the Community Center, sponsored by the Valley of the Moon Garden Club.

The theme for this years flower show, which willinclude both indoor and outdoor displays, will be "Melody in Flower". To carry out the theme there will be entries in numerous categories including California Gold, Emerald Bay, and Pearls of the Sea.

The club will also be serving light refreshments in the adjoining cafeteria.

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The well known Nawaka Indian Dancers will be performing once more at the annual Vintage Festival in Sonoma, in the Valley of the Moon, on September 19 and 20.

The Nawaka Indian Dancers have been performing for several years and winning many honors and awards thoughout the state. The dancers are young men, including Scouts, from Sonoma County and are directed by Charles Higgins and Samuel Withrow.

The dancers will be in action at the plaza at 1, 3, and 7:30 P.M. Saturday and Sunday. N umbers will include the hoop dance, Omaha fancy feather dance, horsetail dance, eagle dance, Navajo lance dance, and deer dance.

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The Sonoma Valley of the Moon Gem and Mineral Club will display their collections at the Sonoma Valley Chamber of Commerce office during the 19th Annual Valley of the Moon Vintage Festival.

This is an exceptional display of opalized, agatized, and petrified woods- many of which were collected in the local area. One of the feature displays will be jade from all over the United States. This beautiful semi-precious stone is white until it is stained with minerals. Along with the display of jade in its natural state there will be jewelryy that has been fashioned of jade. There will also be other displays of jewelry that has been made of many other gems and even from broken dishes!

The Rock Hounds have shown that even the plain field stones have unusual features as they are sliced and polished to show the hidden beauty.

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